

Digital India – the role of Talent Management in its Transformation

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Abstract:

The purpose of this study is to shed more light on the effects and significance of talent management as a recent system in the context of achieving digital transformation and its multiple activities, particularly in the new era. It also comes not only to survey the motivations for approving such a concept in organizations and companies, as well as the impact on their employees, but also to identify the most important talent management strategies and how to deal with its considered digital transformation of future India for its direct impact on performance level, as well as to identify the best ways to invest in talent management because of the effects on increasing the economy in the organization by retaining employees. Employees, particularly skilled ones, contribute to digital transformation because they innovate in their fields and have the ability to make the appropriate decisions to achieve goals.

Keywords: Talent Management, Digital Transformation, Recruiting and attracting, Qualified talent pool, training and development

Introduction:

Technological innovations and social innovations are quickly transforming the traditional economy of the world in to digital economy. COVID-19 situation has only helped the world to accelerate towards digitalization.

With the impact of COVID-19, the global economy contracted by more than 4%, but it has also been a reason for some positive change and only helped the world to accelerate the change towards digitalization. Governments of countries like India have helped its organizations and investors to significantly increase direct investment in digital transformation to grow their digital capabilities and in turn help to improve the country's digital transformation.

In order to accomplish this future vision of digital transformation and address the growing essentials and changes brought about by COVID-19, organizations need right teams and best talent to do it, as Digital transformation is directly linked to Talent Management, capable talent management will increase success percentage of digital transformation and vice a versa. Organizations need to understand the importance of talent management and engage in a plan for digital transformation in both short and long term to address current and future needs.

Organizations thinking about its digital transformation vision should have the capability to achieve it by hiring right digital talent pools and also take the advantage of training the current employee's skills which closely match and close any gaps.

This study explores the knowledge and understanding of the importance of Talent Management for organizations as they strive to execute the vision of future India through digital transformation, and provides Talent Management policy suggestions.

Reviews:

Dr. Abbas Umar Ibrahim and Dr. Cross Ogohi Daniel,(2018). The Research study is to exam in the effect of talent management and the complete statues in the organizations. Employees, particularly exceptional ones, contribute to the achievement of competitive advantage in their organisations by innovating in their fields and making the proper decisions to achieve goals. Exhaustively, some aspects of organisational loyalty are causing talented people to leave their organisations; this is due to some repellent factors in their organisations, as well as the lack of tools that will work on the employees' development in the organisations so as to enhance the employee's talents for the organization's productivity.

Dr. Puja Sareen , Dr. Shikha Mishra(2016). The study's goal was to determine the influence of people management on organisational performance for a group of IT companies in the NCR area. The data suggest that talent management has a limited impact on performance. If this talent is properly managed and deployed in the correct locations, businesses may make the most of their captive resources to boost their growth and profitability.

Nibha Rana (2017). The objective of this study is to determine what elements contribute to increasing people's work performance through human capital management in businesses. Business executives require engaged, high-

performing people to achieve optimal levels of success. Having the best people in the world is one of the most important aspects of a successful business. It's a battle to recruit, develop, and retain the greatest employees, but one that can be won with the appropriate tools.

Concepts:

Talent is a vital success component for organisations. Business executives and owners realized that their companies and organisations needed to improve their business value in order to achieve their objectives. Organizations have recognized that talent is a critical aspect in meeting organizational challenges and strategies at any given time. The key employees and leaders who push the firm forward are referred to as the organization's talent. They are the high achievers who motivate others to reach greater success. Talents are the organization's fundamental competencies and make up a tiny percentage of the workforce. In terms of organisational learning and development, talent management is a critical instrument. In dealing with technology, talent management might give out the organization's process. Talent management progress is critical to the organization's development and discovery of fresh talent. Recruitment should be done in accordance with the organization's needs and future goals, with employee retention in mind, says that organisations must be capable of drawing people from the resource pool, and that the organization's career site is critical in this regard.

Talent Management: Talent management is important in any firm, regardless of industry, because it meets the goals and expectations of future employees, career advancement, and internal workforce issues. It's also important because talent encompasses the capability that's at the heart of an individual's employability. Talent management techniques also aid in employee retention, make transitions easier, and make a position appealing to future employees by focusing on "fit." Furthermore, superior scores in financial outcomes measurements such as profit, talent productivity, and market value could be achieved if Talent Management structures are strategically focused. It also improves non-financial results on two levels, such as increasing company attractiveness by lowering replacement time, achieving business goals, operational excellence, and customer happiness at the corporate level. On a talent level, job happiness, motivation, commitment, work quality, and qualifications are all important. Companies that use automated personnel management systems do a better job of developing leaders, employees, and forecasting future talent requirements. Companies benefit from talent management because it allows them to hire the best and most qualified people, place the appropriate people in the right places, increase employee engagement, increase productivity, retain top performers, develop career paths, and promote individuals. When it comes to attracting and recruiting future employees, talent management plays an important role. Talented employees are viewed as strategic assets with the ability to create and capture value as well as execute corporate plans.

Digital Transformation:

The process of employing digital technology to alter current traditional and non-digital corporate processes and services, or to create new ones, is known as digital transformation. must keep up with changing market and consumer expectations, requiring a full overhaul of how organizations are managed and performed, as well as how value is given to customers

According to Deloitte, Being a digital enterprise—an company that uses technology to continuously evolve all parts of its business models (what it offers, how it interacts with consumers, and how it operates)—is the goal of digital transformation.

In order to evolve your company, digital transformation requires experimenting with new technology and reconsidering your current approach to common problems. Because it is an evolution, a transition may not always have a clear endpoint. While each digital transformation project will have its unique set of objectives, any digital transformation should aim to improve your present processes. To stay competitive in business, companies must evolve, which involves digital transformation. Digital transformation is crucial because it allows organizations to adapt to quickly changing industries and improve their operations on a continuous basis.

Recruiting and Attracting:

It is vital for a company's success to hire talented people. But, you must first attract the best people before you can employ them. its a challenging test to recruit employees. even in a downturn, Certain sorts of jobs can be tough to fill. Important decisions had to be taken by the recruiters, about whom to target, What message should be sent, and how should recruitment efforts be staffed? correctly not done, efforts of the recruitment process in an organization can result in unqualified job applications. A badly structured recruitment procedure may result in the loss of desirable job candidates. since they are never aware that a position is available.

An individual target is to attract the attention of the employee, Getting the attention of the people you want to hire is critical to a recruitment campaign's success. However its very difficult to attract the attention, for the reason that unable to reach the people who are working with competitors with whom you want to contact Even if you do find the people you're looking for, It's possible that they won't see the recruitment message. It's possible that you'll need

to follow in the footsteps of companies that have demonstrated remarkable ingenuity in bringing job vacancies to the attention of folks who are looking for work. Advertisements on billboards, subways, and other public places are examples. Recruitment activity is to carry out To get the most out of your recruitment efforts, you'll need to carefully craft a recruitment plan. The next step is to execute the recruitment strategy, which may entail posting ads on Job boards or holding receptions on university campuses, depending on the strategy.

Qualified talent pool:

The Qualified Talent Pool is a database that contains information about potential employees. It stores candidate information in order to fill open positions in the future. Qualified Talent pools are crucial since they serve as a platform for locating the best job to the candidates. To interact with the qualified candidates Talent pools are an excellent area to communicate with candidates and maintain open lines of communication with them at various phases of the recruitment process. A Qualified talent pool makes your job easier, more efficient, and less expensive, and it allows you to find high-quality applicants quickly.

A job seeker does not have to be actively hunting for work; they could be people who are considering a career move or students who will be starting their careers shortly and may apply for a position with the company. The talent pool can help you in finding the future job positions rather than googling your company on a regular basis.

The talent pools have a warm pipeline of fascinating talent that can be connect with digital network nurturing campaigns where you will be able to save time and money. By joining the team can observe there skills and intrests and its makes simple to make use of their abilities to screen employees for a giving the job opening. Instead of relying on external job boards, an efficient talent pool brings the recruitment process in-bound.

Construct a finest talent pools is critical for a variety of reasons, including reducing the time it takes to employ candidates, hiring the best prospects, lowering the cost per hire, and so on. Qualified applicants should be at your remote area, Finding and recruiting the proper talent with the help of a talent pool is the most suited technique if you design a talent pool effectively.

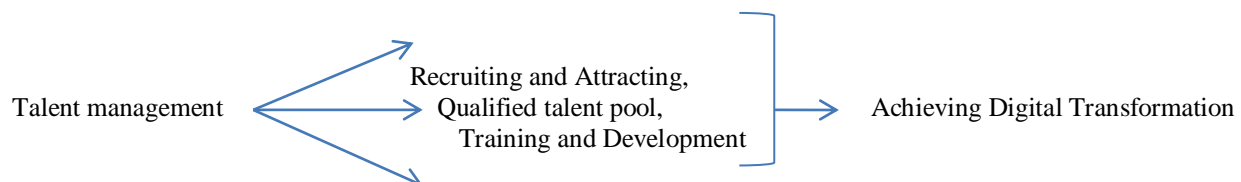
Training and Development:

It is another essential instrument in today's corporate learning and development is the integration of learning with talent management. Processes are included in integrated talent management for performance management, compensation reviews, succession management, leadership training and development, and recruiting. The idea of considering all employees as talent is rapidly being acknowledged as a broad-based approach to talent management. Talent is kept intact by regular training and development activities, allowing the firm to thrive.

To reach a particular goal, a business must determine the training and development needs of its staff. There is also a requirement to describe the type of training that will be delivered to each employee group inside an organization. Training and development is a continuous process in which an organization strives to achieve organizational goals through improving employee skill and knowledge. To accomplish present and future corporate objectives, The ability to attract and nurture highly skilled individuals is referred to as talent management. competent individuals, integrating new personnel, and developing and retaining current employees.

Modern organizations require talent management, and it is one of the most important management functions for digital transformation and With the support of efficient and promising bright people, the firm achieves its objective. Talent management also aids the business in developing a talent pool, which consists of a group of talented individuals who may be called upon to meet future needs. It makes the company more effective and forward-thinking. It establishes a plan for good leadership. It aids in the automation of fundamental activities as well as the collection of data for better decision-making.

Automates time-consuming procedures like salary creation, freeing up time and resources for more strategic and crucial decisions.



Implications:

Talent and intellectual capital is one of the most important asset for the companies to pay attention for Talented employees.

To help talented employees build new skills, knowledge, and experience by supporting their training and development activities.

Employees must be evaluated on a regular basis in order to identify present skills, establish talent gaps, and forecast future talent requirements.

To attract skilled people, keep them, and limit turnover, organizations should offer salaries and incentives that are appropriate for their competencies.

To increase their performance, management should maintain learning and development activities such as training needs identification, tutoring, and in-house development opportunities. Before attracting and selecting fresh talent, companies should first attract and choose talent from within their existing workforce . Overall, it is suggested that Recruiting and Attracting, Qualified talent pool, Training and Development stressed because they lead to improve digital transformation.

Conclusion:

The employees feel that in order to improve talent management in achieving the digital transformation, the organization can improve their training and development capability and Invest a little more on their Recruiting and Attracting as well. And If organizations are effective in doing so, then organizational performance will inevitably improve in achieving digital transformation and Aside from that, employees believe that their companies are capable of properly managing their talent. As a result, they agree that organizational performance is likewise high as a result of this. To look at it another way, talent management has a major partial impact on digital transformation. All organizations in the industry should incorporate it into their business strategies to improve their performance, productivity, and profitability, which will help them become more successful and establish themselves in the market by gaining a competitive advantage in this changing business environment and economy.

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